



U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

STATEMENT OF SUBSTANCE OF INTERVIEW		Attorney Docket Number: 12031/1 PATENT	
Applicant Ari ROSENBERG	Application No. 09/846,431 Conf No.: 4587	Filing Date April 30, 2001	
Patent Number	Issued	Examiner Young, J.	Art Unit 3622
Invention Title SYSTEM AND METHOD FOR THE PRESENTATION OF ADVERTISEMENTS	Assignee		

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Sir:

Applicant would like to thank Examiner Young for the courtesies extended during the in-person interview on December 21, 2004 and provide this Statement of Substance of Interview to summarize the above interview in compliance with M.P.E.P. § 713.04:

- (A) Exhibits. None provided.
- (B) Claims. 1, 3 and 8.
- (C) Prior art. U. S. Patent No. 6,285,985 to Horstmann.
- (D) Amendments. Applicant, Applicant's attorney and Examiner Young briefly discussed an amendment to claim 1 to address the 35 U.S.C. § 101 rejection. That amendment is presented in the Response to the Office Action submitted herewith.
- (E) Principal arguments of Applicant. The features of the claims concerning providing additional exposure of advertising based on an action taken by the user was different than what is shown in the prior art, in particular the Horstmann reference.
- (F) Other matters. N/A.
- (G) Agreement. There was some agreement as to the substance of the amendment to claim 1 to address the 35 U.S.C. § 101 rejections. The Examiner expressed his interest in reviewing the pending claims and doing a follow-up search based on the argument presented at the interview and arguments presented in the Response to the Office Action.

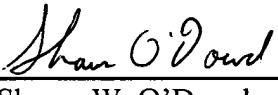
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Although not believed necessary, the Office is hereby authorized to charge any additional fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Deposit Account No. 11-0600.

The Examiner is invited to contact the undersigned at (202) 220-4255 to discuss any matter regarding this application.

Respectfully submitted,

Dated: January 13, 2005


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